

## Policy on Taking Photographs and Using Images of Young People

Human Rights legislation and the Data Protection Act 1998 gave people new rights to privacy. The Children Act 1989 and 2004 places obligations on us to safeguard and promote the welfare of young children. The use of images of children and young people has become more of a safeguarding issue over recent years with concerns over members of the public misusing the images themselves or gaining access to the children and young people pictured. The issue has been further complicated with the advancement of mobile phone and internet technology. There is no national policy available at the moment to instruct schools and LA on the best procedures to adopt. Kineton High School has adopted the guidance deemed best practice as set out by the DfE and the model policy and guidance sent to school by WCC in Dec 04, updated June 10 and subsequently updated December 2014.

Typical Uses of Photographs and Videos includes:

- For GCSE examination submissions e.g. videos of swimming, trampolining, athletics events.
- Developing key skills for PE.
- Recording of performing arts including dance and movement, concerts, drama performances, awards ceremonies and parent evenings.
- Recording sports days and sports fixtures including the use of photographic equipment by parents and carers and children from the other school.
- In the media including newspapers and television
- Displays in the establishment of children's activities.
- Publications by the school including the prospectus and other school documents.
- Publicity on the school web-site and other social media.
- Staff training and professional development activities.
- Webcams and videoconferencing
- Publicity material for contractors.
- Time lapse photography for recording of building development
- Site security / CCTV videos.

Our use of images

Kineton High School will not display images of students or staff on websites, in publications or in a public place if we have been informed that parents or staff do not give consent for this. This includes a public place where visitors to the school have access.

When we are asked to provide pictures of young people to other organisations which may have worked in partnership with us, we will always inform parents via letter and ask for specific consent. eg as part of the Compton Verney Project, the Gallery asked to display images on their premises to promote this partnership to the public.

When displaying photographs outside of our school buildings, we will not name the child with their full name; not use the photograph out of context; and not use the photograph to illustrate sensitive or negative issues.

When taking images we will:

- ensure all children are appropriately dressed
- avoid images that only show a single child with no surrounding context of what they are learning or doing
- not use images of a child who is considered very vulnerable
- avoid naming young people (If one name is required, we will use the first name only where possible)
- use photographs that represent the diversity of the young people participating.
- report any concerns relating to any inappropriate or intrusive photography to the Designated Safeguarding Teacher
- remember the duty of care and challenge any inappropriate behaviour or language.
- not use images that are likely to cause distress, upset or embarrassment.
- regularly review stored images and delete unwanted material.

#### Parental Permission

When a parent does not agree to their child being photographed by notifying us in writing, the Head Teacher will inform staff and make every effort to comply sensitively. A list of students whose images are not to be used is kept centrally on SIMS.

#### Teacher Training and Portfolios

During teacher training and with newly qualified staff, colleagues need to compile portfolios with photographs of children during lessons. Staff will act responsibly in compiling these images. A member of the Senior Management Team (Assistant Headteacher responsible for Teacher Training) will oversee the compiled images as part of the management process and consider their appropriateness.

#### Displays in Schools

Still photographs shown on displays and video clips available during open / parents' evenings should depict children in an appropriate way. They will not display images of children in inappropriate or revealing clothing so appropriate levels of integrity and decency are maintained.

## Parents Evenings, Concerts, Presentations

There will be occasions during the school year where parent(s)/carer(s) will wish to take photographs or make a video recording of their child/children taking part in a school activity. These activities will include school assemblies, school performances, sports days, school outings and educational visits.

In order for Kineton High School to ensure that as far as possible parents / carers use of photography and video is safe and appropriate, we will use the following guidelines:

- ensure that children are appropriately dressed;
- ensure that parents / carers are aware of their responsibility to ensure that any images they take of school activities will not be used inappropriately
- ensure and make clear to parents / carers that photography/video recording only takes place in designated areas. For example, in the main school hall where the assembly or school performance is taking place and not in 'backstage' areas or school classrooms.
- ensure that any child who should not be photographed is removed from picture opportunities
- monitor the use of cameras and anyone behaving inappropriately;
- encourage parents / carers with video cameras to sit towards the back of the room during assemblies/performances to prevent obscuring other people's view.
- research the possibility of creating a school video recording of the event giving parents / carers the option to purchase a copy of the school video.

## Practical Examination Evidence

This covers the use of video material recording students' level of performance in examined practical aspects that are unable to be assessed during the moderating examiner's school visit. The protocol laid down by the major exam boards is that this material should be returned to the establishment when the examiner has completed his / her judgments. Teachers will therefore establish what will happen to the video evidence in discussion with the external examiner during their visit.

## Children Photographing Each Other

This practice can occur extensively during offsite activities particularly during residential periods. Staff should maintain the supervision and management control specified in the Offsite Activities Guidelines. There may be incidents where children take inappropriate photographs, perhaps showing friends and other children inappropriately dressed. Staff should endeavour to discourage this practice, but ultimately parents are responsible for monitoring their child's use of cameras and subsequent use of their images involved.

## Newspapers

Newspaper editors are generally not happy to publish photos without full student names. Where we have published a press release we will ensure that parents have not refused their child to be part of any publicity when entering the school.

## Storage

Staff taking images and film of young people must only use equipment which is provided by the school to record and store images. Images are stored on a managed electronic network only accessible by individuals with appropriate access rights.

## Use of Internet / Intranet Sites

The person responsible for Web Authoring will ensure that we apply this guidance to any images published on the internet. Whilst we use photographs and full names in publications such as The High Times, these names will be edited to first names for publication on the website.

## Mobile Phones

The use of mobile phones which contain cameras of photographic and /or video capabilities are not permitted in changing rooms and toilets.

## Close Circuit Television (CCTV)

We have a camera located in the entrance hall as part of our security arrangements. Any images saved using this camera will be destroyed on a scheduled basis.

## Image destruction

When no longer required images are deleted and destroyed. In general most images are destroyed within 12 months of a child leaving the school. Some, however, are retained for educational monitoring or historical record keeping.

## Linked Policies

This policy is linked to the Child Protection Policy and will be reviewed annually.

Spring 2015